

STATEMENT UNDER 37 CFR 3.73(b)

Attorney Docket No.: 52579-113153

Confirmation No.:1228

First Named Inventor: David Patrick Forn

Date Filed: March 15, 2004

Application No.: 10/800,447

Issue Date: December 9, 2008

Patent No.: 7,463,143

Title:

Methods and Systems for Gathering Market Research Data Within Commercial Establishments

ARBITRON INC.

(Name of Assignee)

Corporation

(Type of Assignee: corporation, partnership, university, government agency, etc.)

states that it is:

- the assignee of the entire right, title, and interest; or
- an assignee of less than the entire right, title and interest
(The extent (by percentage) of its ownership interest is _____%)

in the patent application/patent identified above by virtue of either:

A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 015624, Frame 0992, or for which a copy thereof is attached.

OR

B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

- From: _____ To: _____
 The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
- From: _____ To: _____
 The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
- From: _____ To: _____
 The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

Additional documents in the chain of title are listed on a supplemental sheet.

As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

/Peter Zura/

Signature

Peter Zura

Printed or Typed Name

48,196

Registration No.

Customer No.: 23644

9-24-10

Date

Agent for the applicant(s)

Title

312-357-1313

Telephone Number